EXHIBIT Q

LEXITAS™

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18   Q.   And how long have you

19   personally worked in the ad tech

20   industry?

21   A.   Depending on how you define

22   it, my first project in the ad tech space

23   was, I think, in the year 2000. I worked

24   for a consulting firm. And I built my

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1   first ad server that decided which ads to

2   serve someone. More or less, I've been

3   in the industry since -- I guess I took

4   one sort of pivot away, from 2001 to

5   2003, give or take, 2002. I had one job

6   very early in my career that wasn't in ad

7   tech.

8   But besides that -- and then

9   I guess I was at Waybridge for another

10   two years, between 2018 and -- 2019 and

11   2021.

12   Q.   Okay. So fair to say you've

13   been in the ad tech industry for more

14   than two decades?

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22   Q.   When was AppNexus founded?

23   A.   September 2007.

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7   Q.   And do you think that higher

8   take rate was based on the fact that

9   Google had a superior product?

10   MR. JUSTUS: Objection to

11   form.

12   THE WITNESS: Well, of

13   course I didn't think they had a

14   superior product. But I don't --

15   I can't speculate on why

16   publishers were willing to pay

17   their price versus ours.

18   BY MS. WOOD:

19   Q.   Did you ever have a

20   discussion with publishers about that

21   subject?

22   MR. JUSTUS: Objection to

23   form.

24   THE WITNESS: The best way I

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1   could characterize it is that

2   publishers turned on header

3   bidding because they wanted

4   competition, and they wanted to

5   work with more exchanges than just

6   Google.

7   But there was not a true

8   competitive question. There

9   wasn't, like, hey, you should turn

10   off AdX in DFP and turn off

11   AppNexus. We couldn't turn off

12   AdX, and so there was not really a

13   competitive conversation. It

14   wasn't, you know, do you want to

15   choose us for 10 percent or AdX at

16   20 percent.

17   It was, well, granted, leave

18   AdX on, because it's built on, and

19   we're going to work with you

20   through header bidding.

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